

## WBZ TV 4

1170 SOLDIERS FIELD ROAD, . BOSTON MA 02134

WBZ TV 4

AND

PAGE 1

22426	AGENCY (OR SERVICE) ACTING AS AGENT FOR 328312		ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	MEDIA STRATEGIES & RESEARCH		WARREN FOR SENATE 2012	
AND	11350 Random Hills Rd Ste 670		5 Middlesex Ave Fl 1	
ADDRESS	Fairfax	VA 22030-7428	Somerville	MA 02145-1102
	USA		USA	
CONTACT	R. BEALE		PRODUCTWARREN/D/U SEN MA	
LOCAL SALESPERSON	PAT CASHEN POLITICAL	AGENCY EST. NO. 12911	PRODUCT CODE	1302
NATIONAL SALESPERSON				
BROADCAST SCHEDULE STARTING 10/25/12 AND ENDING 10/28/12 NO. WEEKS: 1				

## Cancellation Notice

## Required

Announcement 28 days

prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1 FIXED	F	1	05:00A	05:56A	30S	10/26/12-10/26/12	WBZ NEWS	1	500.00	500.00
2 FIXED	F	1	05:58A	07:00A	30S	10/26/12-10/26/12	WBZ NEWS	1	900.00	900.00
3 FIXED	F	2	07:00A	09:00A	30S	10/26/12-10/26/12	THE EARLY SHOW	2	500.00	1000.00
4 FIXED	Sa	1	05:00A	06:00A	30S	10/27/12-10/27/12	WBZ NEWS	1	270.00	270.00
5 FIXED	Su	1	05:00A	06:00A	30S	10/28/12-10/28/12	WBZ NEWS	1	270.00	270.00
6 FIXED	F	1	09:00A	10:00A	30S	10/26/12-10/26/12	RACHAEL RAY	1	585.00	585.00
7 FIXED	F	1	10:00A	11:00A	30S	10/26/12-10/26/12	LET'S MAKE A DEAL	1	1000.00	1000.00
8 FIXED	F	1	11:00A	12:00N	30S	10/26/12-10/26/12	PRICE IS RIGHT	1	1080.00	1080.00
9 FIXED	F	1	12:00N	12:27P	30S	10/26/12-10/26/12	WBZ NEWS	1	630.00	630.00
10 FIXED	F	1	12:27P	02:00P	30S	10/26/12-10/26/12	CBS SOAP ROTATION	1	600.00	600.00
11	F	1	02:00P	03:00P	30S	10/26/12-10/26/12	THE TALK	1	600.00	600.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

## WBZ TV 4

1170 SOLDIERS FIELD ROAD, . BOSTON MA 02134

WBZ TV 4

AND

PAGE 2

22426	<b>AGENCY (OR SERVICE) ACTING AS AGENT FOR 328312</b>		<b>ADVERTISER (OR AGENCY AND ADVERTISER)</b>		<b>Cancellation Notice Required</b> Announcement 28 days prior notice
<b>NAME</b>	MEDIA STRATEGIES & RESEARCH		WARREN FOR SENATE 2012		
<b>AND</b>	11350 Random Hills Rd Ste 670		5 Middlesex Ave Fl 1		
<b>ADDRESS</b>	Fairfax	VA 22030-7428	Somerville	MA 02145-1102	
	USA		USA		
<b>CONTACT</b>	R. BEALE		<b>PRODUCT</b> WARREN/D/U SEN MA		
<b>LOCAL SALESPERSON</b>	PAT CASHEN POLITICAL		<b>AGENCY EST. NO.</b>	<b>PRODUCT CODE</b>	
			12911	1302	
<b>NATIONAL SALESPERSON</b>					
<b>BROADCAST SCHEDULE STARTING 10/25/12 AND ENDING 10/28/12 NO. WEEKS: 1</b>					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
FIXED										
12 FIXED	F	1	03:00P	04:00P	30S	10/26/12-10/26/12	DR. PHIL	1	650.00	650.00
13 FIXED	F	1	04:00P	04:30P	30S	10/26/12-10/26/12	JUDGE JUDY	1	850.00	850.00
14 FIXED	F	1	04:30P	05:00P	30S	10/26/12-10/26/12	JUDGE JUDY	1	850.00	850.00
15 FIXED	Su	1	06:30P	07:00P	30S	10/28/12-10/28/12	WBZ NEWS	1	2000.00	2000.00
16 FIXED	00011..	2	11:35P	12:37A	30S	10/25/12-10/26/12	DAVID LETTERMAN	2	1350.00	2700.00
17 FIXED	Su	1	12:56P	04:00P	30S	10/28/12-10/28/12	NFL (PATRIOTS)	1	55000.00	55000.00
<b>Total Contract:</b>								19		69485.00
<b>Billing Summary</b>										
						<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>	
<b>Qtr 4-12</b>						67205.00	.00	.00	67205.00	
<b>GRAND TOTAL</b>									67205.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION